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Media Days

- DAY 13 (37) -

August 6 - In a CROP poll published in *La Presse* the PQ receive 48% support and the Liberals 46%.

● Parizeau says the PQ will not pursue independence without a referendum. Statement of intent, yes. "Power to do things"? No.

● Both leaders tell the *Gazette* they would be pleased to face off in an English televised debate.

● Richard Le Hir's comments on native people causes further problems.

● **The Gazette** lists the policies the PQ has dumped since the campaign began.

● **The Globe's** Report on Business reports that brokerage firms are advising clients to brace for a PQ victory.

● **The Gazette's** William Johnson writes a promo for Maurice King's book "The First Step"

● This week's **Montreal Mirror** carries an editorial entitled "Irrelevant Anglos". Its premise is in electoral terms.

- DAY 14 (36) -

August 7 - A university student writes an upbeat piece deep in the *Sunday Gazette* about being a Quebec anglo.

- DAY 15 (35) -

August 8 - Robert Perreault wins the nomination in Mercier riding over PQ "National" Executive Committee member and "Councillor responsible for the party platform" Guiseppe Sciorino. A somewhat confused looking Gerald Godin is shown sitting beside Perreault.

● **La Presse's** further coverage of its own CROP poll shows Daniel Johnson 19% ahead of Jacques Parizeau in personal popularity.

● Andre Ouellet is quoted as having told Hong Kong investors that the PQ will win but lose the referendum.

● Parizeau and Bouchard take to the same stage successfully, and say "un gouvernement d'abord, la souverainite ensuite."

● Daniel Johnson takes off after Lucien Bouchard and "les bouchardists"

- DAY 16 (34) -

August 9 - Quebec City's *Le Soleil*

.../over

Why the election outcome is not up to 'francophones' alone

There is nothing more frightening than a pervasive myth that becomes "common knowledge", that becomes something you "cannot change".

Unfortunately, such is the case with the view that the September 12 Quebec election will be decided by French-speaking Quebecers off the island of Montreal.

This well worn idea has led to recent assertions that all but French-speaking Quebecers are irrelevant in this election.

There really is only one way to make that assertion true & that is to believe it.

■ The English-speaking population in Quebec is larger than the total population of PEI, or Newfoundland; and comparable to that of Saskatchewan, New Brunswick, Nova Scotia, or Manitoba.

■ English-speaking Quebecers make up more than 10% of Quebec's population, and other, so-called "non-francophone" Quebecers make up another 10%. When elections are won by margins of one and two per cent there is no way we are anything but very significant.

■ Even the most cynical spectator will agree that the manner in which Quebec treats its minority communities is of great importance both to the outside markets and to the average French-speaking Quebecer.

■ We still hold positions of some influence in all sectors of Quebec society - the arts, business, education. We still have tremendous achievements and contributions to be proud of. Our voice is needed in this changing society and we have a right and an obligation to comment on the future of our province.

■ AQ has suggested that what we are debating in this election comes down to questions of separation, language and culture. It is at this particular time, when one party seeks a society defined by "a shared language, a shared culture and heritage", that the hundreds of thousands of Quebecers who are not deemed "de souche" ought to ask questions - or run the risk of being told to hold their peace.

■ If anyone in Quebec knows the benefits of linguistic peace, it is those in minority language communities. We have felt the effects of the uncertainty in Quebec over the years through the emigration of family members, the difficulty in securing employment, the recent recognition that we can expect a lesser wage than our francophone counter-parts, the loss of our youth to places they perceive as holding a more prosperous future, the difficulties of maintaining our institutions, etc.

When it comes to this election, we face a possibility of plunging deeply back into the morass of linguistic and constitutional tensions - or moving forward. We can make that point.

For non francophones Quebecers "les absents ont toujours tort".

ENGLISH TV DEBATE SOUGHT

In a release today the political leaders were urged to set a date for a televised political debate in English to address all issues.

Quebec NOTES

PAGE TWO

CHAQUE VOTE
COMPTE
EVERY VOTE
COUNTS



About a month remains in the Quebec election campaign. There are a few key dates to look out for in the coming weeks. Initial enumeration should be complete by tonight but revision and other matters continues.

Sunday August 14

- Candidates' publicity & advertising begins.
- Last day to register to vote from outside Quebec.

Saturday August 27

- Final day for getting on the voters list.

Monday August 29

- The French TV debate.

September 4 & 5

- Advance voting.

YOUTH EMPLOYMENT NEEDS ATTENTION

A Policy Table to the Parties' Efforts & Intentions on Key Issues

The question of youth employment and the prospects of young Quebecers in the job market is a key issue that neither party has been addressing in this election campaign. That needs to change. While this group is the future of this province it also has two key and unfortunate attributes.

Young Quebecers' level of bilingualism has dropped in recent years. We no longer lead in Canada but now fall behind New Brunswick. And this group continues to be amongst the highest supporters of the "sovereignty" option.

On five other key issues Alliance Quebec recently offered comment on how the parties stand. On signs the PLQ has almost lifted the ban, but a blemish remains on the matter of billboards. The PQ have changed their policy many times. It is now unclear. On education the Liberals have moved ahead on linguistic boards and implemented most of the Chambers recommendations. The PQ policy on both remains unclear. On access to English schools the PLQ have said no changes to 101 for 5 years. The PQ promise no change. On francization the PLQ chose no change last year, the PQ would implement it in 100,000s of small businesses. Linguistic peace was deemed to be a priority of the PLQ and the difficulties proposed by the PQ plan was seen as the opposite.

	PLQ	PQ
Affichage/ Signs	✓?	?
Education	✓	?
Acces/ Access	x	x
Francisation/ Francization	✓	x
Paix linguistique/ Linguistic peace	✓	x

Media Days

carries the banner headline "The dollar rebounds and interest rates are reduced." It then takes the 7 paragraph to get around to suggesting recent Quebec polls might have something to do with it. **Le Soleil** is the only

paper to carry the story with such prominence and the only paper to hedge in the Quebec election's primary involvement in the change.

● Amid widespread scorn in the reporting of Andre Ouellette calling Bouchard and Parizeau "Laurel and Hardy", **Le Soleil** editorialist Michel David calls them Dr. Jekyll & Mr. Hyde. (David was the first to proudly predict a PQ landslide on the day after the election call.)

● **La Presse** reports that Richard Le Hir billed many hours as a consultant to the federalist Canada 125 program. In his defence he points out that Jacques Parizeau did consulting work for Ottawa in 1987.

● **The Globe and Mail** argues Quebec's economic performance has been just about average with little to attack and little to crow about.

● Editorials in **La Presse**, columns in **The Gazette** and the **Journal de Montreal** call Robert Perault's tactics

to win the Mercier riding "sickening, tasteless" and "sad". **Le Devoir** calls it a victory for democracy.

● **Le Devoir** highlights Daniel Johnson's "difficult day". He was heckled by union leaders and had to apologize for a young candidate calling the PQ "old".

● A **Le Devoir** editorial suggests Parizeau's policy changes are more than "tempest in a teapot". "If the PQ can succeed at finding agreement between its policy documents they can stop chaperoneing each of their candidates."

● Ottawa professor John Trent writes on the **Globe** about the differences between Quebec nationalism and separatism; as seen in the Castonguay-Hebert fight.

- DAY 17 (33) -

August 10 - Le Devoir reports on its front page that the Royal Bank has issued a study saying Quebec's economy is on the up-swing and the election of the PQ won't change that.

Inside their business pages they carry a story saying Japanese investors are continuing to pull out of Canada.

● **La Presse's** Pierre Gravel reports on a federal plan to have French President Francois Mitterand come

to the Acadian festival in New Brunswick and the Ottawa next week to promote Canada's strides in promoting French. According to Gravel rumours of this were the cause of Parizeau's trip to France, and Mitterand is not coming, but the PQ are still nervous.

● **Le Soleil's** Michel David writes sardonically about his trip to the West Island where all the candidates are former AQ people.

● Parizeau tells Atlantic fishermen that a sovereign Quebec would never keep them from their fish.

● **The Globe & Mail** leads with the story that Parizeau can not kick the sovereignty habit, returning to it for fishermen after saying he was going to focus on good government.

● **La Presse** editorialist Agnes Gruda is critical of a letter from Camille Laurin, Guy Boutiller, Jacques-Yvan Morin, Jean-Marc Leger and Yves Michaud published last week in **Le Figaro** telling the French to stick to their tough (now watered-down) language law.

● **The Gazette's** Don MacPhearson says the Liberal poll results may be a blip.

● **La Presse**, using its CROP poll results, still projects a PQ majority with 83 seats and the Liberals getting 42.